

1    CLAIMS

2       What is claimed is:

*Suff A<sup>1</sup>* 1. A method for alerting a viewer of a program, said method comprising the steps of:

3       receiving a signal indicating viewer interest in a program;

4       retrieving program information in response to the received signal;

5       and

6       at approximately time of broadcast of the program , issuing a

7       notification to notify the viewer of the broadcast of the program.

1       2. The method as set forth in claim 1, further comprising the step  
2       of switching a broadcast receiver to tune to the program when the viewer  
3       selects to view the program in response to the notification.

1       3. The method as set forth in claim 1, wherein the step of issuing  
2       a notification comprises the step of displaying on a viewing device the  
3       notification.

1       4. The method as set forth in claim 1, wherein the step of issuing  
2       a notification comprises the step of issuing a notification that includes a  
3       program selector to enable the viewer to select to view the program.

1       5. The method as set forth in claim 4, wherein the program  
2       selector comprises a button.

*Suff A<sup>2</sup>* 1       6. The method as set forth in claim 3, wherein the notification  
2       includes a button enabling the viewer to select to view the program, said

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cancel

3 method further comprising the step of switching a broadcast receiver to tune  
4 to the program when the viewer selects the button.

1        7. The method as set forth in claim 1, wherein the time at which  
2 the notification is issued is derived from program information retrieved.

*Sub A<sup>3</sup>* 8. The method as set forth in claim 1, further comprising the step  
2 of:

3        generating a second notification during a broadcast of a program  
4 advertisement, said second notification asking the viewer whether the  
5 viewer has interest in the program;

6        wherein said signal indicating viewer interest is generated by the  
7 viewer responding to the second notification.

1        9. The method as set forth in claim 1, wherein a view indicates  
2 interest by selecting a program from an electronic program guide.

1        10. The method as set forth in claim 1, further comprising the step  
2 of generating a calendar of at least one program of interest.

1        11. A method for alerting a viewer of a program, said method  
2 comprising the steps of:

3        issuing a first notification during a broadcast of an advertisement of  
4 an upcoming program, said first notification asking a viewer whether the  
5 viewer has interest in the program;

6        receiving a signal indicating viewer interest in a program;

7 retrieving program information in response to the received signal;

8 and

9 at approximately time of broadcast of the program , issuing a second  
10 notification to notify the viewer of the broadcast of the program.

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cancel.  
1 12. The method as set forth in claim 11, further comprising the  
2 step of switching a broadcast receiver to tune to the program when the  
3 viewer selects to view the program in response to the second notification.

1 13. The method as set forth in claim 11, wherein the step of issuing  
2 a notification comprises the step of displaying on a viewing device the  
3 second notification.

1 14. The method as set forth in claim 11, wherein the step of issuing  
2 a second notification comprises the step of issuing the second notification  
3 that includes a program selector to enable the viewer to select to view the  
4 program.

1 15. The method as set forth in claim 14, wherein the program  
2 selector comprises a button.

Sub A<sup>4</sup>  
1 16. The method as set forth in claim 13, wherein the second  
2 notification includes a button enabling the viewer to select to view the  
3 program, said method further comprising the step of switching a broadcast  
4 receiver to tune to the program when the viewer selects the button.

1        17. The method as set forth in claim 11, wherein the time at which  
2        the second notification is issued is derived from program information  
3        retrieved.

*Sub A5* > 18. The method as set forth in claim 1, wherein the first  
2        notification includes a button enabling the viewer to indicate interest.

1        19. An apparatus comprising:  
2            a first receiver configured to receive broadcast signals;  
3            a second receiver configured to receive at least one control signal, said  
4            control signal issued to indicate viewer interest in a program to be broadcast;  
5            a controller coupled to the first receiver and second receiver, said  
6            controller configured to retrieve program information in response to receipt  
7            of the control signal and issue, at approximately a time of broadcast, a  
8            notification to the viewer of the broadcast of the program.

1        20. The apparatus as set forth in claim 19, wherein the controller is  
2        further configured to generate a second notification asking the viewer  
3        whether the viewer has interest in the program.

1        21. The apparatus as set forth in claim 20, wherein the second  
2        notification is generated during broadcast of an advertisement of the  
3        program.

1        22. The apparatus as set forth in claim 21, wherein the second  
2        notification comprises a notification window superposed over the  
3        advertisement broadcast.

1        23. The apparatus as set forth in claim 20, wherein the viewer  
2 indicates interest in the program by selection of a button located in the  
3 notification window, wherein the control signal is generated in response to  
4 the viewer indicating interest.

1        24. The apparatus as set forth in claim 19, wherein the notification  
2 includes a button enabling the viewer to select to view the program, said  
3 controller further configured to control to switch a broadcast receiver to tune  
4 to the program when the viewer selects the button.

1        25. The apparatus as set forth in claim 19, wherein the second  
2 receiver is further configured to tune to the program when the viewer  
3 selects to view the program in response to the notification.

1        26. The apparatus as set forth in claim 19, further comprising a  
2 viewing device, said notification displayed on the viewing device.

1        27. The apparatus as set forth in claim 19, wherein the notification  
2 comprises further comprises a program selector to enable the viewer to  
3 select to view the program.

1        28. The apparatus as set forth in claim 27, wherein the program  
2 selector comprises a button.

1        29. The apparatus as set forth in claim 26, wherein the notification  
2 includes a button enabling the viewer to select to view the program, second  
3 receiver tuning to the program when the viewer selects the button.

1        30. The apparatus as set forth in claim 27, wherein the time at  
2 which the notification is issued is derived from program information  
3 retrieved.

1        31. The apparatus as set forth in claim 19, further comprising an  
2 electronic program guide, said user interest indicated by reference to the  
3 electronic program guide.

1        32. The apparatus as set forth in claim 19, further comprising a  
2 calendar identifying at least one program of interest to the viewer.

*Sub A6*      33. A computer readable medium containing executable  
2 instructions which, when excluded in a processing system, causes the system  
3 to perform steps for alerting a viewer of a program comprising:  
4            receiving a signal indicating viewer interest in a program;  
5            retrieving program information in response to the received signal;  
6            and  
7            at approximately time of broadcast of the program, issuing a  
8            notification to notify the viewer of the broadcast of the program.

1        34. The computer readable medium as set forth in claim 33, further  
2 comprising instructions which, when executed, switch a broadcast receiver

3 to tune to the program when the viewer selects to view the program in  
4 response to the notification.

*Sub A<sup>7</sup>*  
1 35. The computer readable medium as set forth in claim 33 further  
2 comprising instructions, which when executed perform steps comprising:

3 generating a second notification during a broadcast of a program  
4 advertisement, said second notification asking the viewer whether the  
5 viewer has interest in the program;  
6 wherein said signal indicating viewer interest is generated by the  
7 viewer responding to the second notification.

1 36. A computer readable medium containing executable  
2 instructions which, when executed in a processing system caused the system  
3 to perform steps for alerting a viewer of a program comprising:

4 issuing a first notification during a broadcast of an advertisement of  
5 an upcoming program, said first notification asking a viewer whether the  
6 viewer has interest in the program;  
7 receiving a signal indicating viewer interest in a program;  
8 retrieving program information in response to the received signal;  
9 and  
10 at approximately time of broadcast of the program , issuing a second  
11 notification to notify the viewer of the broadcast of the program.

1 37. The computer readable medium set forth in claim 36, further  
2 comprising instructions, which when executed, switch a broadcast receiver  
3 to tune to the program when the viewer selects to view the program in  
4 response to the second notification.

*add A<sup>8</sup> >*